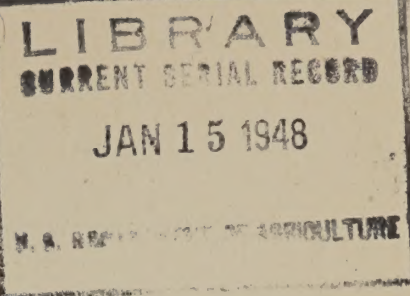


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A G R I C U L T U R A L M A R K E T I N G

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PART I;-----FRUIT MARKETING IN THE NORTHEAST (PP 1-7)

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PART I ----- FRUIT MARKETING IN THE NORTHEAST (7½ minutes)

ANN: The marketing of America's food is of direct concern to everyone --- farmer, distributor and consumer. Today Station _____ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing..... We're back in the middle of another big fruit harvest now and so we've asked to our studios today _____, of the _____ office of the Production and Marketing Administration to tell us something about the marketing outlook for fruit from this part of the country... Let's look at the price situation first, _____. I think that's something that will interest growers and consumers alike.

PMA: All right, _____. Fruit is still a pretty popular food among all Americans and consumers are asking for a lot of it at their local stores these days. So that means that prices this fall will average almost as high as they did at the same time last year, with one exception.

ANN: What's that?

PMA: Grapes. Grape production is setting a new record this year, taking the country as a whole...even though it won't be as high in most Northeastern States as it was last year. So grape prices will be lower. But most other fruits will sell close to the levels of last fall.

ANN: That means, then, that any drop in fruit prices we may see this fall --- except for grapes --- will only be the normal seasonal decline.

PMA: That's about it. Pears may go up in price a bit. Production throughout the country is setting a new record this year --- about $34\frac{1}{2}$ million bushels. However, the crop from the big producing areas of the West started to market somewhat earlier than usual, at prices that were generally lower. So for the rest of the marketing season we may see them rise somewhat. They'll probably average not much under what they were last fall and winter.

ANN: I notice that in most of the stores in my neighborhood Bartletts are still a heavy favorite on most fruit counters.

PMA: Yes the Bartlett has been the leading commercial pear during the fall for a long time. They make mighty good eating and there's a big demand for these large yellow varieties for home canning. As a matter of fact, the Bartlett makes up about half of our total national pear production. Of course the Clapp Favorite and Seckel (pronounced S I C K L E) are also pretty popular varieties in this part of the country.

ANN: How about this new Gorham pear that I've heard some growers speak about? From talk I've heard there's some likelihood that this may some day replace the Bartlett.

PMA: Well, I don't know about that. A great many orchard growers --- especially in New York State --- have been experimenting with the new Gorham pear. As far as the consumer is concerned there's very little difference between the Bartlett and the Gorham. They are just about the same thing as far as appearance and texture are concerned.

ANN: Then, I take it, there must be some difference in growing quality.

PMA: That's right. The Gorham has better resistance to blight than the Bartlett does. So, many far-thinking farmers are beginning to change some of their trees to this new variety. Even if a large-scale switch does take place, though, the average consumer won't notice much difference.

ANN: What are the prospects for apples? The September crop report said that we'll have about average production this year.

PMA: Slightly better than average, as a matter of fact. Somewhat more than 113 million bushels of all varieties. However, this crop will be a little under what was produced in 1946.

ANN: I understand that the prices for the summer varieties --- like the Gravensteins --- were somewhat below last year.

PMA: That was because the production of summer varieties set a record. However, now that these summer apples are about out of the way growers in this part of the country can expect the prices for fall and winter types of apples to run near the levels of the same time last year.

ANN: I see plenty of my favorite apple around these days --- McIntosh.

PMA: Macs are about the most popular apple in this part of the country. They only account for about 7% of the apples grown nationally but in the Northeast we grow and sell more of this variety than any other. That's why orchard growers around here are putting more of their new plantings into Macs than into any other variety.

ANN: Apple growing certainly has changed. Time was when nearly every farm had an apple orchard.

PMA: That's right...But the apple industry today is a far cry from what it was 50 years ago. It's become an intensive and specialized industry. You can't conduct an intensive spray program on a small farm orchard and still compete with the large growers.

ANN: So the commercial apple business has become centered in the most favorable growing areas, is that it?

PMA: That's right. In the past 25 years there's been a steady shift toward the West. At one time New York was the largest producer of apples in the country. Since 1920 the honor has gone to the State of Washington. This part of the country still accounts for a lot of apples though. Even with the shift to the Western areas the States east of the Mississippi will produce about 60% of the total national crop.

ANN: The importance of the big specialized apple growers becomes pretty clear when you consider that, while the total number of trees has declined tremendously in recent years, we are still growing about the same number of apples commercially that we used to. That shows what scientific growing methods and orchard care can do.

PMA: That's right, and, with increasing specialization, the varieties have become more modernized too. We get a lot more of the tasty dessert apples these days. With the latest cold storage facilities we don't have to worry as much as we once did about the keeping qualities of apples. That's why we see a great deal less of the Ben Davis type.

ANN: There's also been a change in the way we eat our apples, hasn't there? I read recently, for example, that the average person eats only about a third as many fresh apples as he used to.

PMA: Yes, _____, the processing industry has done a lot to change the apple picture. With the new scientific developments of recent years we've learned to use every part of the apple from the shine to the seeds.

ANN: You're joking when you speak of using the shine, I suppose?

PMA: No, I'm not. I meant that literally. It hasn't gone into commercial production as yet but scientists have discovered a way of isolating the wax on the skin of the apple.

ANN: What will those fellows with the microscopes think of next?, But getting back for a moment to what you said about apple production moving West. Do you think that the time will come when our Northeastern producers will be unable to compete with the Western growers? After all, in some of the Western areas the growers have the advantage of almost continuous sunshine. And they don't have to worry much about spring frosts, either.

PMA: That's right, _____. But don't forget that the population is greater in the East and so there are more apples eaten in this part of the country.

ANN: That means that Eastern growers have the jump on their Western competitors when it comes to freight charges in reaching the big Eastern markets.

PMA: Yes, and with proper cold storage methods the flavor of Eastern apples compares very favorably with the best that comes in from the West. Where Eastern growers are at a slight disadvantage today is in the packing of their fruit. Quite a bit of the Eastern fruit shows damage from rough handling.

ANN:And that's a disadvantage that can be overcome by the growers themselves with proper packing techniques.....

(USE FOLLOWING CLOSE IF PART I IS USED AS A SEPARATE SCRIPT.)

ANN:Well, that about brings us to the end of our time, _____. Thanks for bringing us up to date on the fruit outlook in the Northeast.....Friends you've been listening to a public service broadcast on agricultural marketing brought to you by Station _____ with the cooperation of the United States Department of Agriculture.....Our guest today was _____, of the _____ office of the Production and Marketing Administration.

PART II ---- FAT SALVAGE CAMPAIGN (7 minutes)

(USE FOLLOWING OPENING IF PART II IS TO BE USED AS A SEPARATE SCRIPT.)

ANN: The marketing of America's food is of direct concern to everyone --- farmer, distributor, and consumer. Today, Station _____ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing. Our guest today is _____, of the _____ office of the Production and Marketing Administration.....

ANN:The other day, when I was helping out with the weekly food shopping, I noticed a woman turn in a large can of used kitchen fats to the butcher. That kind of surprised me because recently I've noticed that there is plenty of soap and shortening on grocery shelves. Is fat salvage still needed, _____?

PMA: Certainly it is, _____. The fact that we see so much more soap and shortening on grocers' shelves these days is actually proof of how important the program is.

ANN: I don't get that.

PMA: Well, one of the big reasons why many articles that use fats and oils in their manufacture aren't as scarce as they once were is that thousands of smart housewives around here and all over the country have been saving every ounce of used fat they could and selling it to their meat dealer.

ANN: We must have collected a whale of a lot of used fat since the program first went into operation _____.

PMA: You bet we have. In its five years of operation, the program has brought in an average of $13\frac{1}{2}$ million pounds of badly needed fats and oils a month.

ANN: That must have filled a lot of little tin cans.

PMA: More than the average person can imagine. Why, in those five years, _____, the total collections amounted to more than 800 million pounds.

ANN: And housewives did all that?

PMA: Not all, but the biggest share. You see, a part of it... during the war years...was saved in the galleys and mess-halls of the armed forces. However, most of the fat... about three-fourths of all that was collected...was saved by Mrs. Homemaker in her own kitchen.

ANN: But I don't suppose that collections are very large these days, now that the war is over.

PMA: No, you're wrong on that. Collections are still holding up mighty well --- especially when you consider that during the recent hot weather meat consumption fell off as it usually does during the summer. You see, most women still realize that all of those cans of used fats that they turn in every so often add to the stockpile of fats and oils needed in the manufacture of countless articles.

ANN: When you stop to think of it there are a lot of industries in which fats and oils are necessary in one way or another...lubricants, linoleum, soap...

PMA: ...Yes and synthetic rubber, enamelware, and hundreds of other articles that we use every day... And don't forget, _____, in these days of high food prices the extra pin money that comes in from the sale of used fats to the butcher helps a lot in stretching the family food budget.

ANN: Incidentally, the price the housewife gets for used fat has fallen from what it was right after OPA ended, hasn't it?

PMA: Yes, it has, but it's still quite a bit above what it was during the war. Of course, the price at any given time and at any given place depends on the local market situation. But anyone who saves fat consistently everytime she cooks will find that she has put several extra dollars into her food budget over the period of a year.

ANN: Well, that gives us two good reasons why we should keep on saving used fats...First of all...they enable industry to make more of the articles that use fats and oils in their manufacture...And, secondly, it means extra money for the housewife who saves them regularly.

PMA: You can add a third reason, _____.

ANN: What's that?

PMA: A lot of people in this world, as everyone knows, aren't able to get enough food to eat these days. They are not worrying as much about finding soap and linoleum in the store as they are about whether they can scrape together a little ordinary cooking fat to help make their next meal. The sad fact is that world production of fats and oils --- just like production of grain and many other foods --- still hasn't recovered from the devastation of the war. And so, every drop of used fats that we Americans sell to our butcher takes that much pressure off the world supplies that can go to feed hungry people.

ANN: That's certainly something that none of us want to forget these days, _____. How about production of fats and oils in this country?

PMA: It's encouraging. Factory production of fats and oils from domestic materials was about 10 percent larger in the first half of 1947 than a year earlier. At the same time, _____, the output of Federally-inspected lard, factory tallow, and creamery butter was up 16 to 33 percent. Cottonseed oil production declined, but in spite of that, the total output of fats and oils is above last year.

ANN: That sounds good. But what about the months ahead?

PMA: There's encouragement again...because cotton, flaxseed, and soybean acreages are substantially larger this year, and the acreage in peanuts is nearly as large.

ANN: Then, with average yields, the output of oils from oilseed crops will probably be larger in the marketing year beginning in October.

PMA: That's right.

ANN: How about imports of fats and oils? I understand they have improved.

PMA: Yes, they have. The imports of fats, oils, and oilseedsin terms of oil.....will be larger this year. For the first five months of 1947, the figures show that copra and tung oil were mainly responsible for the increase.

ANN: Of course, _____, we're still dividing part of this supply with other countries which are in great need of fats and oils.

PMA: Certainly. However, at the same time, our exports are less than our imports of fats and oils, so naturally we're getting a fair share for use in this country.

ANN: Well, that makes us pretty lucky compared to the rest of the world, I guess...but that's all the more reason why our people should save as much used fat as they can.

PMA: That's right, _____, and I hope everyone listening in will realize that. Once in a while my office gets a complaint about butchers refusing to accept used fats. Usually this is a result of a misunderstanding and, in most cases, it can be straightened out.

ANN: What should a person do if he runs into that situation?

PMA: Well if anyone has trouble finding a meat dealer who will accept used cooking fat the best bet is to call or drop a post card to my office. Just call or write to _____, of the Production and Marketing Administration, _____. The phone number is _____.

ANN: I'll just repeat that for the benefit of any of our listeners who may have missed that. Report any difficulties in turning in used fats to _____, at _____. His phone number is _____. Well, _____, thanks a lot for being with us today.....Friends, you've been listening to another in a series of broadcasts on agricultural marketing. This has been a public service presentation of Station _____, with the cooperation of the United States Department of Agriculture.

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